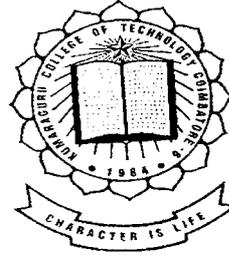
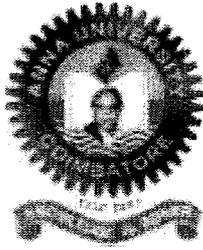


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**A STUDY ON CONSUMER AWARENESS AND BRAND PREFERENCE
OF SOYA PRODUCTS FOR SAKTHI SUAGARS LIMITED (SOYA
DIVISION), COIMBATORE**

By

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Reg. No. 0720400018**



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

Of

MASTER OF BUSINESS ADMINISTRATION

April, 2009

KCT Business School

Department of Management Studies

Kumaraguru College of Technology

(An autonomous institution affiliated to Anna University, Coimbatore)

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GA-26/4327/2009

30.04.2009

CERTIFICATE

This is to certify that **Mr.V.Loganayaki**, Second year MBA student of Kumaraguru College of Technology has done a project on the topic "**A STUDY ON CONSUMER AWARENESS AND BRAND PREFERENCE OF SOYA PRODUCTS FOR SAKTHI SUGARS LIMITED, (SOYA DIVISION) COIMBATORE**" in our organization during the period from 09.01.2009 to 08.04.2009

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

We wish all success in her career.

**FOR SAKTHI SUGARS LIMITED
(SOYA DIVISION)**

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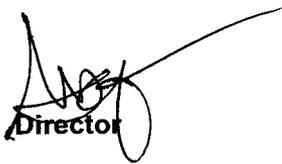


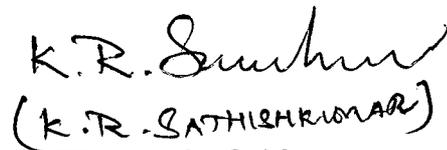


DEPARTMENT OF MANAGEMENT STUDIES
KUMARAGURU COLLEGE OF TECHNOLOGY
COIMBATORE

BONAFIDE CERTIFICATE

Certified that this project titled “**CONSUMER AWARENESS AND BRAND PREFERENCE OF SOYA PRODUCTS FOR SAKTHI SUGARS LIMITED (SOYA DIVISION), COIMBATORE**” is the bonafide work of **V.LOGANAYAKI** 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.


Director


(K.R. SATHISHKUMAR)
Faculty Guide

Evaluated and viva-voce conducted on.....05.05.09.....


Examiner I


Examiner II

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COIMBATORE - 641 006

DECLARATION

DECLARATION

I hereby declare that the dissertation entitled "**CONSUMER AWARENESS AND BRAND PREFERENCE OF SOYA PRODUCTS FOR SAKTHI SUGARS LIMITED(SOYA DIVISION), COIMBATORE**" submitted for the **MASTER OF BUSINESS ADMINISTRATION** degree is my original work and the dissertation has not formed the basis for the reward of any Degree, Associate ship, Fellowship or any other similar titles.

V. Loganayagi
Signature of the student

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ACKNOWLEDGEMENT

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CONTENTS

TABLE OF CONTENTS

CONTENTS	PAGE NO
Certificate from sponsoring company	
Bonafide Certificate	ii
Acknowledgement	iv
Table of contents	V
List of tables	Vi
List of charts	Viii
Executive summary	X
CHAPTER-1	
INTRODUCTION	
1.1 About the study	1
1.2 About the industry	3
1.3 About the company	6
1.3.1 History of the organization	6
1.3.2 Introduction to the product	9
1.3.3 Product profile	12
1.3.4 Competitive strength of the company	15
CHAPTER-2	
MAIN THEME OF THE PROJECT	
2.1 Objectives of the study	16
2.2 Statement of the problem	16
2.3 Scope of the study	16
2.4 Limitations of the study	17
2.5 Research methodology	18
2.6 Review of literature	20
CHAPTER-3	
DATA ANALYSIS AND INTERPRETATION	25
CHAPTER-4	
4.1 FINDINGS	79
4.2 SUGGESTIONS	80
4.3 CONCLUSION	81
APPENDIX	
BIBLIOGRAPHY	

LIST OF TABLES

LIST OF TABLES

S NO	PARTICULARS	PAGE NO
	percentage analysis	
3.1.1	Gender of the respondents	25
3.1.2	Age group of the respondents	27
3.1.3	Family members of the respondents	29
3.1.4	Family income of the respondents	31
3.1.5	Awareness of soya products	33
3.1.6	Source of awareness for soya products	35
3.1.7	Reason for no awareness	37
3.1.8	Consumption rate of respondents	39
3.1.9	Frequency of consumption	41
3.1.10	Consumers preferable packages	43
3.1.11	Preferable type of product by consumers	45
3.1.12	Reason for choosing branded products	47
3.1.13	Variety of soya products consumed by consumers	49
3.1.14	Place of purchase for consumers	51
3.1.15	Awareness of soya brands	53
3.1.16	Awareness of sakthi soya products	55
3.1.17	Awareness products in soya	57
3.1.18	Source of awareness for sakthi soya products	59
3.1.19	Place of purchase for sakthi soya	61

S NO	PARTICULARS	PAGE NO
3.1.20	Effective technique for promotion	63
3.2	WEIGHTED SCORE METHOD	
3.2.1	Rank to the soya brands by consumers	65
3.2.2	Ranking to preferred attributes by consumers	67
3.3	CROSS TABULATION	
3.3.1	Family members and package of soya product	70
3.3.2	Income and place of purchase	71
3.4	CHI SQUARE TEST	
3.4.1	Relationship between gender and frequency of consumption	72
3.4.2	Relationship between gender and variety of soya products consumed	73
3.4.3	Significant relationship between age and type of product	74
3.4.4	Relationship between age and frequency of consumption	75
3.4.5	Relationship between family members and package	76
3.4.6	Relationship between income and package	77
3.4.7	Significant relationship between income and place of purchase	78

LIST OF CHARTS

LIST OF CHARTS

S NO	PARTICULARS	PAGE NO
	percentage analysis	
3.1.1	Gender of the respondents	26
3.1.2	Age group of the respondents	28
3.1.3	Family members of the respondents	30
3.1.4	Family income of the respondents	32
3.1.5	Awareness of soya products	34
3.1.6	Source of awareness for soya products	36
3.1.7	Reason for no awareness	38
3.1.8	Consumption rate of respondents	40
3.1.9	Frequency of consumption	42
3.1.10	Consumers preferable packages	44
3.1.11	Preferable type of product by consumers	46
3.1.12	Reason for choosing branded products	48
3.1.13	Variety of soya products consumed by consumers	50
3.1.14	Place of purchase for consumers	52
3.1.15	Awareness of soya brands	54
3.1.16	Awareness of sakthi soya products	56
3.1.17	Awareness products in soya	58
3.1.18	Source of awareness for sakthi soya products	60
3.1.19	Place of purchase for sakthi soya	62

S NO	PARTICULARS	PAGE NO
3.1.20	Effective technique for promotion	64
3.2	WEIGHTED SCORE METHOD	
3.2.1	Rank to the soya brands by consumers	66
3.2.2	Ranking to preferred attributes by consumers	68

ABSTRACT

EXECUTIVE SUMMARY

The main objective of the project is to find the awareness about the sakthi product in mind of customer. A sample size of 200 respondents is selected on the basis of convenience sample method. A well structured questionnaire is prepared for data collection. Geographical area selected for the project is coimbatore city since it has some awreness about this product. A brief study is done in the organisation 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 used ti find whether there is any relationship between income and frequency usage and 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 feed back of customers for the price reduction.

INTRODUCTION

CHAPTER 1

INTRODUCTION

1.1. ABOUT THE STUDY

Marketing is a broad topic that covers a range of aspects, including advertising; public relations, sales, and promotions. People often confuse sales with marketing, when in fact the two are very different. The former involves getting a product or service into the market, promoting it, influencing behavior, and encouraging sales. Sales are the actual transaction of getting a product or service into the hands of your customers.

The interesting fact is that marketing of all goods and services purchased impact everyone who consumes. This is because it is already incorporated in the price of the merchandise. So, consumers actually pay for all marketing costs of purchased goods. Of course the cost is on the back end but never the less we do compensate for it. Marketing can be considered an activity created by communicating, delivering and exchanging offerings that hold value to society

Consumer awareness is a marketing term. It means that consumers note or are aware of products or services, its characteristics and the other marketing P's (place to buy, price, and promotion).

Consumer protection has earned an important place in the political, economic and social agendas of many nations. In India, the Government has taken many steps including legislative, to protect consumers.

Education is a lifelong process of constantly acquiring relevant information, knowledge and skills. Consumer education is an important part of this process and is a basic consumer right that must be introduced at the school level. Consumers by definition include all citizens who are, by and large the biggest group, who are affected by almost all government, public or private decisions. The most important step in consumer education is awareness of consumer rights. However, consumer education is incomplete without the responsibilities and duties of consumers, and this influences individual behaviour to a great extent.

Within any product category, most consumers have a group of brands that comprise their preference set. These are the four or five upmarket brands the consumer will consider when

making a purchase. When building preference, the goal is to first get on the consumer's preference sets, and then to move up the set's hierarchy to become the brand consumers prefer the most – their Upmarket brand. Gaining and maintaining consumer preference is a battle that is never really won.

The competition among brands is fierce. In every product category, consumers have more choices, more information and higher expectations than ever before. Jockeying for position in a consumer's preference set requires an aggressive strategy and constant vigilance. The process begins by knowing who you are and with whom you want to establish a relationship.

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

Consumers are the focus of any business. In some organisation customers are viewed as “the king of that business.”

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 consumer awareness.this would help the company to know the mind of the consumers.

1.2. ABOUT THE INDUSTRY

HISTORY OF SOYA

A cream-coloured oval bean about the size of a common pea, Soy Beans belongs to the legume family and are native to East Asia. It is an important protein source for millions of people for over five thousand years. It can be grown on a variety of soils and a wide range of climates.

In India Madhya Pradesh, Maharashtra, Rajasthan and Andhra Pradesh are the major producers of soybeans. Madhya Pradesh tops the list. Nearly 88% of soya bean is produced in the state. During 1997-98 total soya bean production in the state was 49.19 metric tonnes which was about 84.2% of the total produce.

India in world soya industry

(Approximate figs.) India World % Share (In million tons) Annual Seed Production 6 180 3
Annual Oil Production 1 30 3.3 Annual Oil Imports 1.5 9 16.7 Annual Oil Consumption 2.5
30 8.3 Annual Meal Production 3.5 130 3.5 Annual Meal Exports 2.5 43 5.8 Annual Meal
Consumption 1 130 0.7

Geographic percentage breakup in india

In Madhya Pradesh, the total production is around 62%, while Maharashtra contributes around 27%. 8% comes from Rajasthan and balance from of the States.

Companies involved in trading

There are number of companies involved in soya trading. ITC have launched their e-choupals in various districts of M.P.

How big is the market in India for soya meal and soya oil?

The domestic market is improving a lot. Some years back, the (DOC) De-oiled Cake consumption of the soybean was 10% of the total production. But now it is 25%. It is increasing because of the rise in cattle population in the country, which in turn results in high consumption. The remaining 75% is exported and the industry is earning nearly Rs 3,000 crore annually through exports.

The Refined Soya oil is fully consumed domestically and exports are not permitted in bulk, but only in consumer packs. Even that is not feasible, as oil prices are quite high in India. Therefore, imports are higher than exports in India. The recent Government policies are in favour of the Indian manufacturer and farmers. That's why the import duties on oils are pretty high in India.

Soya in worldwide

Introduction

- Soybean is cultivated extensively in south Asian countries and U.S.A.
- In India Soybean cultivation is introduced in 1977.
- In our country at the present time it is restricted mainly to Madhya Pradesh, Uttar Pradesh Maharashtra and Gujarat.
- It is also grown on a small acreage in Himachal Pradesh, Punjab and Delhi.
- Even though it is the cheapest high quality vegetable protein, we are yet to exploit its full potential.
- Mainly the Japanese and Chinese consume it as the Chinese gourmet. Chinese create their delicious works of art with soya.
- In India people started liking this pulse mainly among the vegetarians. It is a boon to the vegetarians.
- Soybean contains the highest protein among the pulses.
- Other than the whole pulse, lots of processed Soya products are available in the market. They include soya milk, soya flour, Soya curd and tofu (soya paneer).

Origin and Spread

- The first domestication of soybean has been traced to the eastern half of North China in the eleventh century B.C. or perhaps a bit earlier.
- Soybean has been one of the five main plant foods of China along with rice, soybeans, wheat, barley and millet.
- According to early authors, soybean production was localized in China until after the Chinese-Japanese war of 1894-95, when the Japanese began to import soybean oil cake for use as fertilizer.
- Shipments of soybeans were made to Europe about 1908, and the soybean attracted worldwide attention.

- Europeans had been aware of soybeans as early as 1712 through the writing of a German botanist.
- Some soybean seed may have been sent from China by missionaries as early as 1740 and planted in France.
- The soybean was a recent introduction to India, probably introduced into India from China, Japan and South east Asia via the Naga Hills and Minipur, at the far eastern tip of India.
- Production of soybean in India at the present time is restricted mainly to Madhya Pradesh, Uttar Pradesh, Maharashtra and Gujarat. It is also grown on a small acreage in Himachal Pradesh, Punjab and Delhi.

Area, Production and Productivity

- Soybean is the most popular oilseed in the country after groundnut and soy meal is the largest produced oil meal in the country.
- India produces 5-7 million tons of beans, 1 million ton of oil and 3-5 million tons of soy meal in a normal year. Madhya Pradesh (3.5-4.5 million tons), Maharashtra, Rajasthan are the major producers of soybean in India. In Uttar Pradesh the soybean cultivation has started gearing up in the recent years.
- In 2003-04 (Apr-Mar), India is estimated to have crushed 51.64 Lakh tons of soybeans to produce 42.35 Lakh tons of soy meal and 9.3 Lakh tons of soy oil.
- Soy is a kharif crop, sown in June-July and harvested by September-October. Peak arrivals are from October-November.
- India is one of the major exporters of soy meal to the Asian countries. South Korea, Thailand, Philippines, Japan are some of the major importers of soy meal from the country.
- India typically exports around 65% of the country's soy meal production currently. Soy meal accounted for 84% of the total edible oilseed meal exports from the country.
- This leaves around 1-2 million tons for the consumption of the domestic poultry and cattle feed industry.
- India, does not import soy meal to meet the requirements of the domestic feed industry, as the price equation inclusive of transports does not work in favour of imports.

1.3. ABOUT THE COMPANY

1.3.1 HISTORY OF THE ORGANISATION

Evolution

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 anamallis 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 . nachimythu gounder business venture gained new impetus in 1943 when his only son n. mahalingam , a trained engineering graduate jointed him and paved the establishment and the growth of the 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 powerful entity, expanding its interest into various spheres like sugars, industrial alcohol , textile, transport , finance ,soft drinks,fruit beverages, synthetic gems manufacture and soya division.sakthi group is today a leading industrial conglomerate in the contry is now leading with turnover of around rs.3000crores. it has a deep and ebiding concern for the development of the country in the economic and social spheres.

The sakthi group has set up many educational and charitable trust institutions, hospital and religious centres and has made significant contribution to rural development with a variety of social welfare activities

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, th company has taken a sugar unit at barambagarh in Orissa state, since 1991. A new sugar units has also been put in haripur village, dhankanal district of Orissa state. The company's first sugar unit at sakthi nagar is present with license capacity of 4000 TVD. The company's second sugar unit set up at sivaganga uint with a meshing capacity of 2500 TPD 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 modernised with continuous fermentation system, for improving its yield per tones of molasses.

The company's unit established in the year 1983, with a capacity of 3600 TPD 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 maruti 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, denmar 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 10,000 litres 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 the country. So far 19 such plants have been successfully erected for various distilleries, which include Mc Dowell Co. limited, chemical and plastics limited, Maharashtra distelliries 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 TPD. Both the sugar units are poised to handle increased quantum of sugarcane in the current and forthcoming years.

The foundation for the soya division was laid in 1987 and started its operation from 1990 with an initial capacity of 90000 metric tones per annum. Sakthi soya's limited initially incorporated as a separate company and was merged with sakthi sugars fromm 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 1.4.1993 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 valuable 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 flakes. TVP granules and edible oil. Sakthi soya's has found good markets as a healthe food boh at home country, as well as abroad in countries like japan, korea, Australia, Malaysia, Singapore and according to American soybean associations, soya 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 sugar.

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 travelled widely in india and abroad and had selected GMO free soya bean varieties to be grown in tamilnadu . these varieties duly approved by tamilnadu agricultural university, coimbatore, india. The company also has a soya unit, which has sophisticated edible flour making besides a refinery. This is the only soya chunks making extruders have been added to this 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 years 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 plant 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 Sri Lanka, Thailand, Singapore, Malaysia, UK, South Africa and Taiwan.

Pollution control division

The division has effectively put into use know-how obtained from foreign collaborators for setting up of effluent treatment plants in various distilleries. The overseas contract for setting up an effluent treatment plant in Thailand is nearing completion and is expected to be commissioned by end of this year.

1.3.2 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 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 here is sent to packaging silo and coarser material is feedback to the mill by the classifier. The basic raw material for material vegetable protein 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 quantity 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 form and they are cut as chinks, dried and packed.

Various other products which are extracted from soybean are;

Toasted full fat soya flour

Untoasted full fat soya 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

Soy TVP granules

Soy TVP 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 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 conventional fortified 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 customers. 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 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 soyamilk.

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 consumers with ample opportunity to take advantage so say protein and soybean is falavones.

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 feel and manure.
- Polyunsaturated fatty acids in soya food regulate blood pressure.
- Soya food each day is protective against many types of cancer
- Soya food reduces significantly reduces the risk f many chronic diseases.

- Soya food reduces most menopausal tortures and stop bone determination.
- Soya food reduces bad cholesterol level thereby reducing the risk of heart attacks.
- Soluble fibre in soya foods controls blood sugar.
- Soya food delay ageing process.
- Soya foods are goods for pregnant women; it increases the quality of the breast milk.
- Soya foods can be used for diabetic patient.

1.3.3 PRODUCT PROFILE

Soya flour & weaning food:

Defatted enzyme 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 isolate

Texturised vegetable protein (minced)

Soya protein concentrate

Soya isolate

Meal & hulls

Soya meal

Hypro soya flakes

Soya hulls

Oil & lectihin

Refined soya oil

Lecithin

Acid oil

Oil refinery

Neutralising section

Degumming centrifuge: solid wall bowl continuous type, self cleaning 60 TPD capacities.

Degumming centrifuge: solid wall disc boel continuous type self cleaning 60 TPD capacity

Washing centrifuge: solid wall bowl continuous type, self cleaning 60 TPD capacities.

Centrifuge mixture centripetal continuous type, self cleaning 60 TPD capacities.

Bleaching section

Continuous tubular type heated by 11 kg/cm² g steam, acid activated earth, 60 TPD capacities.

Filter (AMA holland) pressure leaf filter of 9 leaves and m² filtering area, 60 TPD capacity- 2 nos.

- Deodorizing section
- Deodorizing 3/2200 continuous type with 4 compartments
- Thermic fluid heating system-200000 KCAL/hr capacity
- Steam jet booster – 60m³capacity: 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 an excellent source of protein, iron and B-vitamins. 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

The main use of defatted enzyme active soya flour is in the commercial production of white breads and used as a raw material for production of texturised vegetable protein, protein concentrate and protein isolates.

It is used as a crump whitener and to increase loaf volume and improve texture in the white bread, cakes, pasta, buns and rolls. It is also 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 fee. 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.

1.3.4 COMPETATIVE STRENGTH OF THE COMPANY

Sakthi soya 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.

MAIN THEME OF THE
PROJECT

CHAPTER II

2.1 OBJECTIVES OF THE STUDY

To evaluate the awareness level of the respondents of soya products.

To identify the brand preferences among the respondents

To assess the frequency of purchase of soya products

To evaluate the satisfaction level of soya consumers.

2.2 STATEMENT OF THE PROBLEM

The study is undertaken to find the awareness of sakthi soya in the minds of the customer's. The study focus on the various level of attributes which are preferred by the consumer and also the product qualities provided to the customer. The suggestions are offered to the company to the improve the awareness among the consumers.

2.3 SCOPE OF THE STUDY

The study will help the organisation, about how many customers were aware of sakthi soya. The study shall set scope for the new entrants from the organised sectors to understand the expectation of the customers in terms of price, quality, quantity and other factors. The study also helps to profile the prospective customer which in turn could help out in segmentation of customer.

2.4 LIMITATIONS OF THE STUDY

The researcher had difficulty of lack of time. due to to time constraints the sample size was limited

The study is limited to consumers in and around ciombatore city alone.

The sample size chosen for the survey being limited to 150 does not cover all the consumers in coimbatore.

The research had difficulty with most of the respondents who were not willing to co-operate with this study

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

Since the sample size is small, the findings and suggestions made are not applicable to universe

2.5 RESEARCH METHODOLOGY

Research methodology may understand as a science of studying how research is done. It is systematic, step investigation or enquiry for new facts in any branch of knowledge.

The methodology followed for the present study is discussed under the following steps.

Type of study

Sampling design

Pilot study

Instrumentation

Population

Method of data collection

Tools and analysis

Type of the study

The research study 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 state of affairs

Sampling design

Sample design is the framework within which the sampling has to be carried out. Sampling is the method of selecting a group from population to represent the population. Sample is the part of the population, which acts as a representative of the population through its character and nature.

In the study the sample size selected from the population of in and around coimbatore. Stratified random sampling has been used in this study

Pilot study

Pilot study was conducted with 15 respondents and the questionnaire was restructured based on the suggestions and recommendations made

Instrumentation

The questions are well structured and collected through Interview schedule.

Sample size and area of data collection

From the population the sample of 150 has been selected for the study. The sample was coimbatore city to collect the data.

Method of data collection

Primary data

The inventory/ questionnaire was used for collecting data. The well structured questionnaires were distributed to all the samples.

Secondary data

Secondary data was collected through company, websites, brochures, journals, annual reports etc.

Tools and 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 was done to find out the relationship between two variables

1. Chi square test
2. Weighted score test
3. Percentage analysis
4. cross tabulation

2.6 REVIEW OF LITERATURE

Mellgrin, james¹ have conducted study entitled “What's in Store 2009,” reflecting the health trends in the U.S. and on the new products related to the food industry. The study has been published by the International Dairy-Deli-Bakery Association. The study shows better consumer awareness on impact of nutrition on health. The study details the ways in which the food industry is adapting to consumers' changing health habits. It reviews several products including the Sotos Multi-Grain Snacks.

Matiscom, shaun² have conducted study on the issues regarding healthcare system in Great Britain. It explores several factors why people are hesitant to go on a regular check up or screenings. The article also discusses the importance of National Health Service and healthcare providers to drive consumer awareness and education regarding health monitoring.

Johnsen, michael³ have described the advantages and disadvantages of probiotics in the U.S. The article reveals that probiotics is expected to proliferate in the industry which could be streamlined through consumer awareness and pharmacists education. In addition, the article noted that good manufacturing initiative is required to provide an effective product and eliminate health risk. It also cites the business condition of probiotics as well as its market advantage.

¹**Mellgrin, james** , naturally speaking, food industry & trade and consumer behaviour, gourmet retailer; Mar2009, Vol. 30 Issue 3, p40-45, 5p, 5 color

²**Matiscom, shaun** health balance, medical screening and health education, money marketing article, 3/19/2009, p54-54, 1/2p

³**Johnsen, michael** the good, bad ugly of theprobiotics category,business conditions and dietary supplements, drug store news; 3/16/2009, Vol. 13 Issue 4, p29-29, 1/3p

Falk, jeff⁴ have conducted study on the trend of sustainable packaging of herbal products in the cosmetics industry. It mentions about the increasing significance of packaging from sustainable products, due to consumer awareness and availability of sustainable materials. Monica Olsen, founder of the company Skin by Monica Olsen states that consumers are more interested in purchasing natural products with greener packages.

Maas, pamela⁵ have conducted study on the development of a marketing research and brand awareness building strategy by Aspirus, a community-directed health system in Wisconsin and the Upper Peninsula of Michigan. The lack of consumer awareness that this hospital was differentiable from other community hospitals is addressed. The health plan developed a consumer centered marketing campaign that they expected to increase awareness of their brand. The development of a reputation for Aspirus that focused on their customer service skills and commitment to excellence is described

Allison, richard⁶ have conducted study on on the television advertising launched by Noble Foods for its Happy Egg Co. brand in Great Britain. The television advertising is aimed at tapping into the increasing consumer interest in bird welfare. According to Rob Newell, brand manager of Noble Foods, the company was motivated by the increasing consumer awareness of animal welfare, helped in part by celebrity chefs like Jamie Oliver and Hugh Fearnley-Whittingstall.

⁴**Falk, jeff** sustainable packaging- A value proposition, Packaging and Labeling Services and Other Services Related to Advertising, global cosmetic industry; Mar2009 Supplement, Vol. 177, pS15-S17, 3p

⁵**Maas, pamela** market research and public opinion polling' marketing health services, Spring2009, Vol. 29 Issue 1, p8-13, 6p, 1 chart, 3 diagrams, 2 color

⁶**Allison, richard** happy brand and to help public 'fall back in love with eggs, poultryprocessing, poultry world; Mar2009, Vol. 163 Issue 3, p38-38, 1p, 4 color

Sanson, mochal⁷ have described about the the importance of consumer awareness. A survey shows that customers support New York City's upheld law that requires restaurants to post nutritional menu information. Respondents state that they can make more informed decisions about what they eat, with better information about the caloric content of food. The survey also indicates that customers want the restaurants to respond aggressively to nutritional concerns.

Lahey, Alan⁸ have conducted study regarding the positive outcomes of the present economic disaster such as the revival of interest in protection insurance in Great Britain in 2009. He states that the initiative of Tom Baigrie is aimed at raising consumer awareness and larger responsibility. He pointed out that the industry requires quality products that keep their promise intact.

Heisterkamp, marc⁹ have conducted study on the green building concept introduced by the U.S. Green Building Council to meet the customer satisfaction in the country. It states that hotel industry is no stranger to environmental issues and conservation strategies, yet the landscape has changed due to an unprecedented increase in consumer awareness and demand. It adds that well-intended conservation strategies are no longer meet the customer expectation of what constitutes green hotel.

⁷**Sanson, mochal** your customers want to know, consumer education and customer relation, restaurant hospitality, Mar2009, Vol. 93 Issue 3, p6-6, 1p

⁸**Lahey, Alan** quality control, Third Party Administration of Insurance and Pension Funds, money marketing, 2/26/2009, p34-34, 1/3p

⁹**Heisterkamp, marc** guest expect more from green programs, consumer satisfaction and public offers, hotel and motel management, 2/2/2009, Vol. 224 Issue 2, p8-8, 1/3p

Depasque, lorraine¹⁰ have described about the need to raise consumer awareness on the beauty and qualities of East African gemstone tanzanite. A consumer survey conducted by the Tanzanite Foundation and the Jewelry Consumer Opinion Council discovered that not all American consumers know about tanzanite. It found that 56.1 percent of consumers knew tanzanite comes only from Tanzania. Jewelry designers and retailers all agreed that color is tanzanite's top asset.

Hein, kenneth¹¹ have conducted study on an advertising campaign for Gatorade's line of G sports drinks that featured photographs of an autistic teenager named Jason McElwain. A discussion of a lack of public awareness about autism which exists across the globe, and of the impact the campaign will have on consumer awareness of autism, is presented.

Lipman, greggl¹² have conducted study on an advertising campaign that has been developed by Skype Technologies SA in an effort to increase consumer awareness about and sales of its free video conferencing service. He suggests that all of the advertisements in the campaign are very cute. He argues that while the advertisements are not novel or visually arresting, they get their point across in an endearing manner.

¹⁰**Depasque, lorraine** blue velvet, consumers and surveys, national jeweller; Feb2009, Vol. 103 Issue 2, p12-12, 1p, 3 color

¹¹**Hein, kenneth** give G An 'A' for undersanding austim, advertising material distribution services, brandweek; 1/26/2009, Vol. 50 Issue 4, p50-50, 1p

¹²**Lipman, greggl** the cute route, advertising material distribution services, brandweek; 1/12/2009, Vol. 50 Issue 2, special section p10-10, 1p

Engel, clint¹³ have conducted study on the plan of the National Home Furnishings Association (NHFA) to develop a web site as part of its consumer awareness campaign. NHFA president Doug Kays said that the web site will provide the richest resources for education and information for the consumer, supplier and media. The development of the web site, as well as NHFA's business plan will be led by Ron Carpenter of Strategic Marketing Solutions LLC and John Sullivan of JG Sullivan Interactive.

¹³ **Engel, clint** NHFA initiative still on, house furnishing industry and trade, furniture/today 11/17/2008, Vol. 33 Issue 11, p1-8, 2p

ANALYSIS AND
INTERPRETATIONS

CHAPTER 3

3.1 PERCENTAGE ANALYSIS

TABLE 3.1.1

GENDER OF THE RESPONDENTS

PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE
Male	62	41
Female	88	59
Total	150	100

Inference

The above table shows that 59% of the respondents are female and 41 % of the respondents are male.

CHART 3.1.1

GENDER OF THE RESPONDENTS

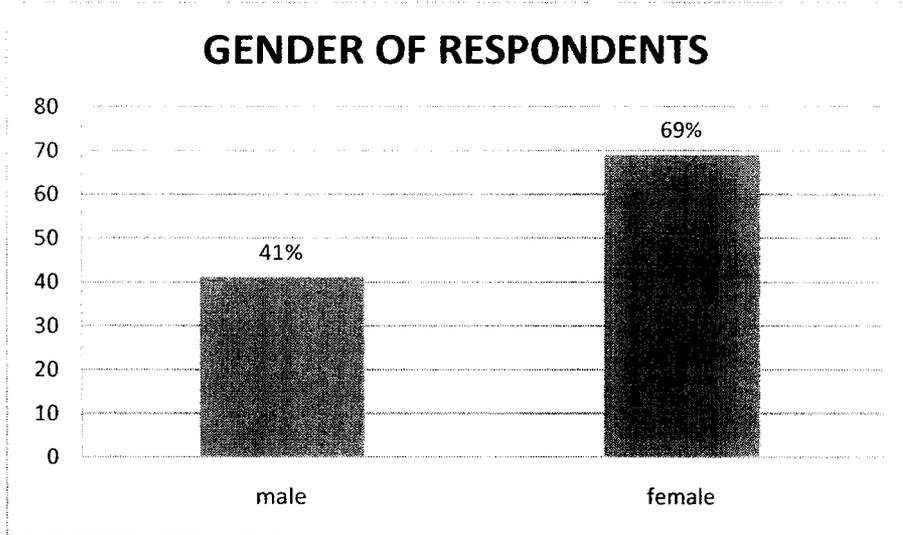


TABLE 3.1.2
AGE GROUP OF THE RESPONDENTS

PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE
Below 20	25	17
20-40	50	33
40-60	45	30
Above	30	20
Total	150	100

Inference

the above table shows that 17% of the respondents are age group of below 20, 33% of the respondents belonged to the age group of 20-40, 30% of the respondents belonged to the age group of 40-60 and 20% of the respondents belonged to the age group of above 60. Majority of the respondents are from the age group of 20-40 because awareness of soya among that age group is high.

CHART 3.1.2

AGE GROUP OF THE RESPONDENTS

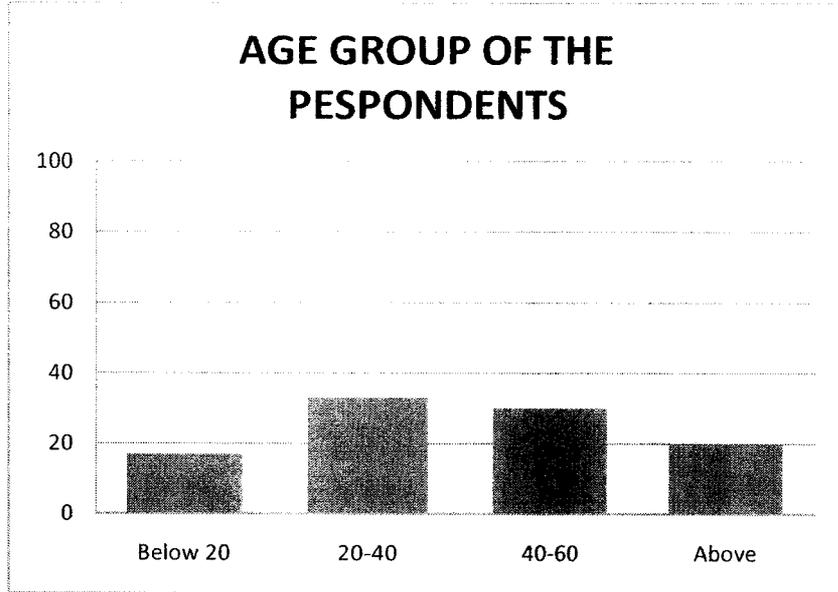


TABLE 3.1.3
FAMILY MEMBERS IN THE FAMILY

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1-3	31	21
3-5	65	43
5-7	34	23
Above 7	20	13
Total	150	100

Inference

the above table shows that 21% percentage of the respondents are having 1-3 family members, 43 % of the respondents are having 3-5 family members, 23% of the respondents are having 5-7 family members and 13% of the respondents are having above 7 family members.

CHART 3.1.3

FAMILY MEMBERS IN THE FAMILY

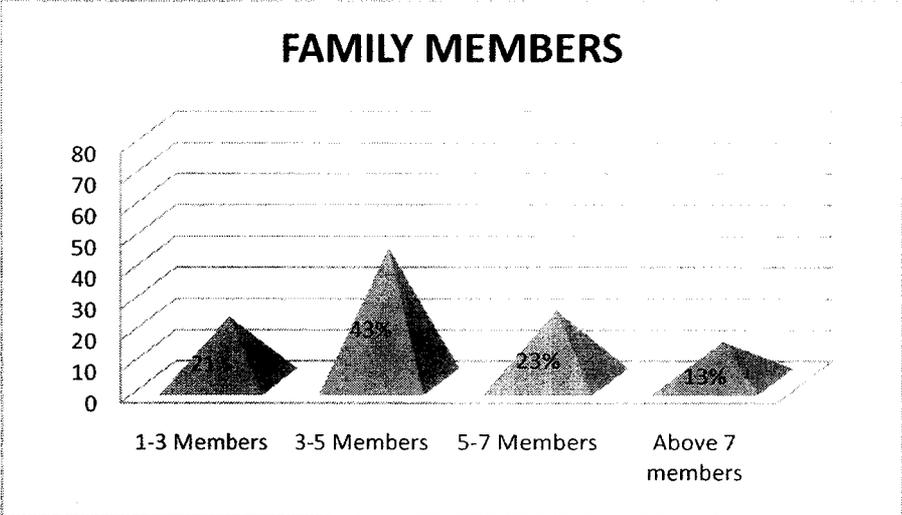


TABLE 3.1.4
FAMILY INCOME OF RESPONDENTS

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Below 50000	16	11
50000-1 lakh	46	30
1 lakh- 2 lakh	52	35
Above 2 lakh	36	24
total	150	100

Inference

the above table shows that 11% of the respondents are getting income of below 50000, 30% of the respondents are getting income of of 50000-1 lakh, 35% of the respondents are getting income of below 1 lakh-2 lakh, 24% of the respondents are getting income of above 2 lakh. Majority of the respondents are in the income group of Rs 50000- Rs 1lakh.

CHART 3.1.4
FAMILY INCOME OF RESPONDENTS

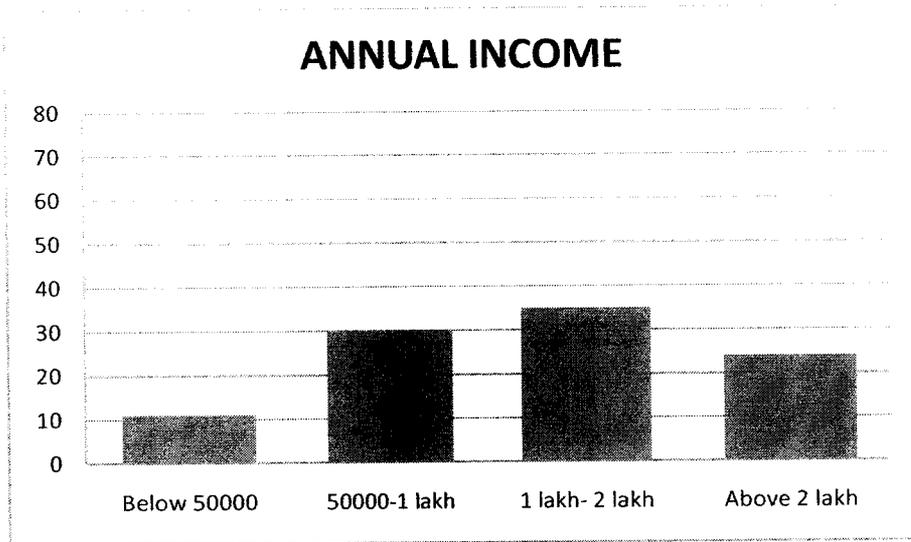


TABLE 3.1.5
AWARENESS OF SOYA PRODUCTS

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
YES	135	90
NO	15	10
TOTAL	150	100

Inference

The above table shows that 90% of the respondents are having awareness about soya products. 10% of the respondents are not having awareness about soya products. Most of the respondents are having awareness about soya products because availability of the soya products is more.

CHART 3.1.5

AWARENESS OF SOYA PRODUCTS

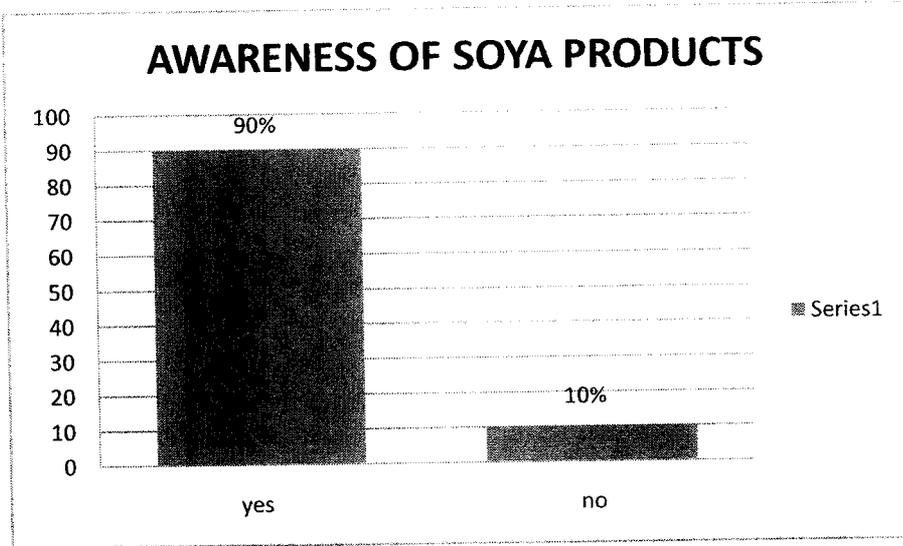


TABLE 3.1.6
SOURCE OF AWARENESS FOR SOYA PRODUCTS

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Friends	30	22
Exhibitions	18	13
Advertisement	32	24
Wholesaler or retailer	24	18
Word of mouth	31	23
total	135	100

Inference

The above table shows that 22% of the respondents have got awareness through friends, 13% of the respondents have got awareness through exhibitions, 24% of the respondents have got awareness through advertisement, 18% of the respondents have got awareness through Wholesaler and retailer and 24% of the respondents have got awareness through Word of mouth. Majority of the consumers came to know through advertisement because advertisement and awareness created in the market are good.

CHART 3.1.6

SOURCE OF AWARENESS ABOUT SOYA PRODUCTS

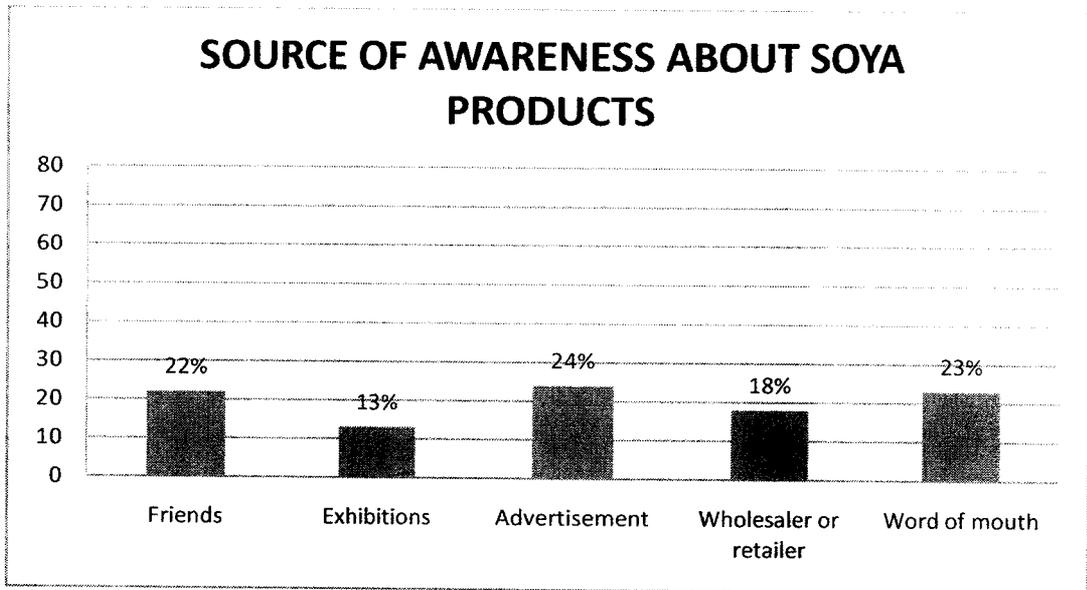


TABLE 3.1.7
REASON FOR NO AWARENESS

Particular	No of respondents	Percentage
No awareness	11	73
No availability	4	27
Total	15	100

Inference

The above table shows that 73% of the respondents don't have awareness due to no awareness created and 27% of the respondents don't have awareness due to non availability. Majority of the respondents says that reason for non awareness is due to less reach of awareness programme.

CHART 3.1.7

REASON FOR NO AWARENESS

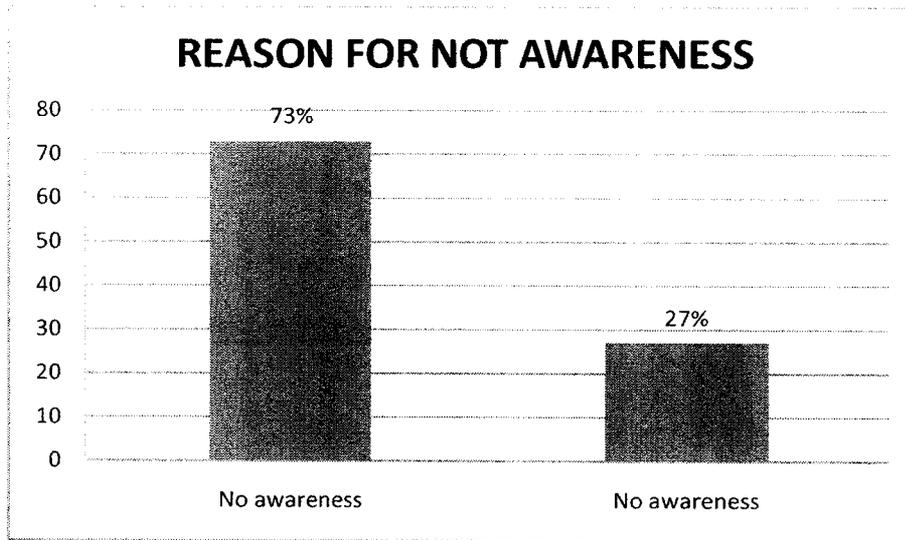


TABLE 3.1.8
CONSUMPTION RATE OF RESPONDENTS

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
YES	129	96
NO	6	4
TOTAL	135	100

Inference

The above table shows that 96% of the respondents are consuming soya products and 4% of the respondents are not consuming soya products. Majority of the respondents are consuming the soya products because of health benefits (protein) derived from soya products.

CHART 3.1.8

CONSUMPTION RATE OF RESPONDENTS

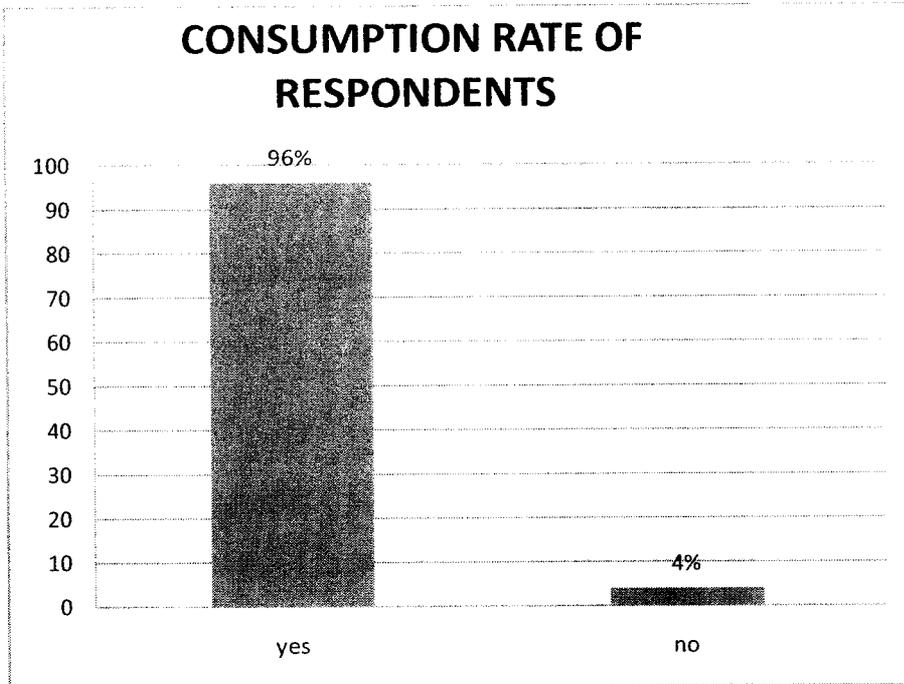


TABLE 3.1.9
FREQUENCY OF CONSUMPTION

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Daily	17	13
Weekly	35	27
Monthly	48	37
Occasionally	29	23
total	129	100

Inference

The above table shows that 13% of the respondents have told that daily they will consume soya. 27% of the respondents have told that weekly they will consume soya. 37% of the respondents have told monthly they will consume soya. 23% of the respondents have told that occasionally they will consume soya. Majority of the respondents are consuming the soya monthly because of its health benefits and availability.

CHART 3.1.9
FREQUENCY OF CONSUMPTION

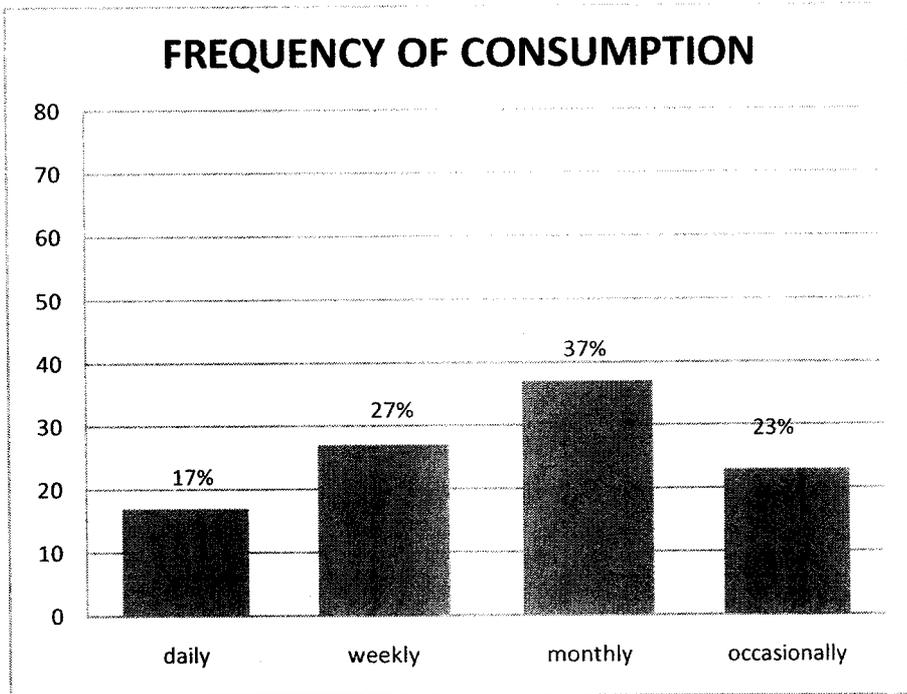


TABLE 3.1.10
CONSUMERS PREFERABLE PACKAGES

PARTICULAR	NO OF RESPONDENTS	PERCENTAGE
100 GM	38	29
200 GM	31	24
500 GM	31	24
1 KG	29	23
TOTAL	129	100

Inference

The above table shows that 29% of the respondents are consuming package of 100 gm, 24% of the respondents are consuming package of 200 gm, 24% of the respondents are consuming package of 500 gm, and 23% of the respondents are consuming package of 1kg. Majority of the respondents are using 100 gm package because of their convenience.

CHART 3.1.10

CONSUMERS PREFERABLE PACKAGES

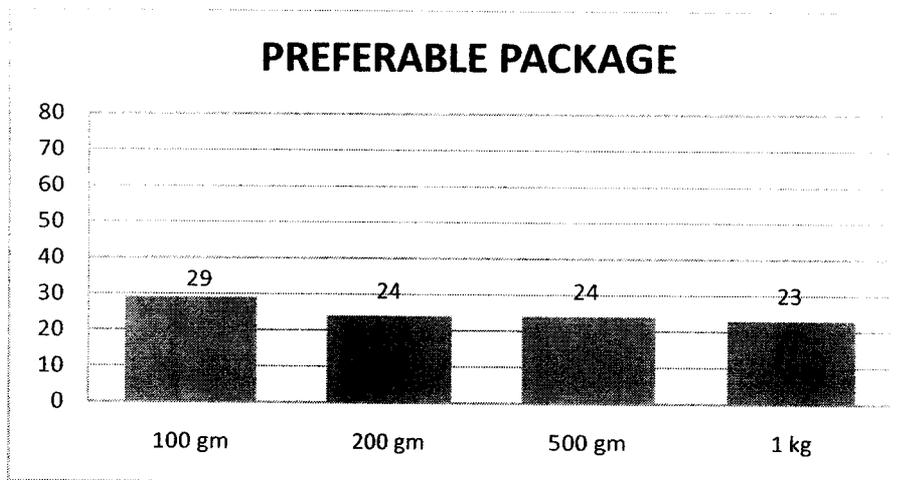


TABLE 3.1.11
PREFERABLE TYPE OF PRODUCT BY CONSUMERS

Particular	No of respondents	Percentage
Branded	60	47
Unbranded	69	53
Total	129	100

Inference

The above table shows that 47% of the respondents are consuming branded product and 53% of the respondents are consuming unbranded products. Majority of the respondents are consuming unbranded soya products. 53% Of the respondents are consuming unbranded because its price low compared to branded soya products.

CHART 3.1.11

PREFERABLE TYPE OF PRODUCT BY CONSUMERS

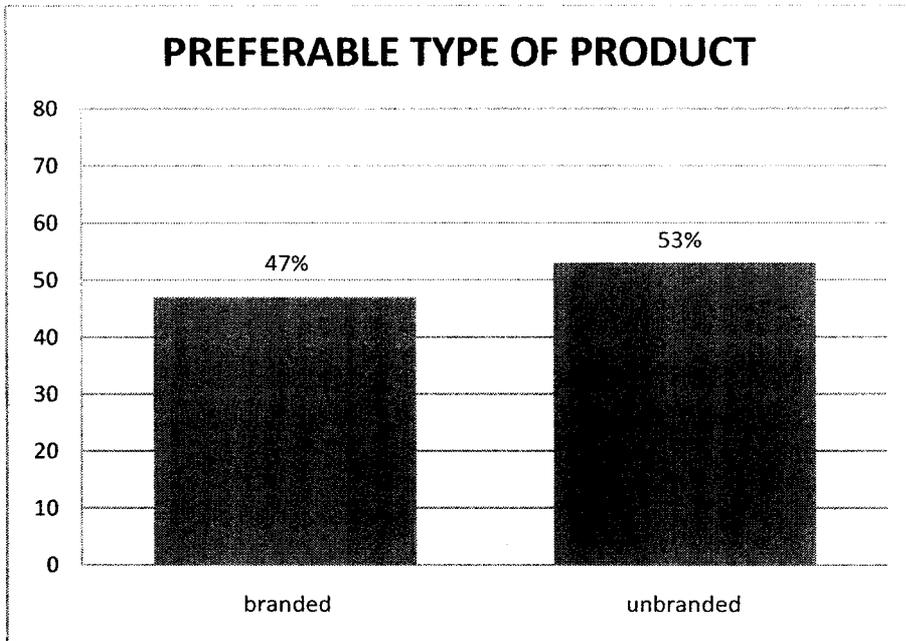


TABLE 3.1.12
REASON FOR CHOOSING BRANDED PRODUCTS

particular	No of respondents	Percentage
Price	3	5
Availability	13	22
Quantity	5	8
quality	39	65
total	60	100

Inference

The above table shows that 5% of the respondents have told that the reason for consuming the branded products are price, 22% of the respondents have told that the reason for consuming the branded products are availability, 8% of the respondents have told that the reason for consuming the branded products are quantity, 65% of the respondents have told that the reason for consuming the branded products are quality, majority of the respondents are consuming the branded products for its quality.

CHART 3.1.12

REASON FOR CHOOSING BRANDED PRODUCTS

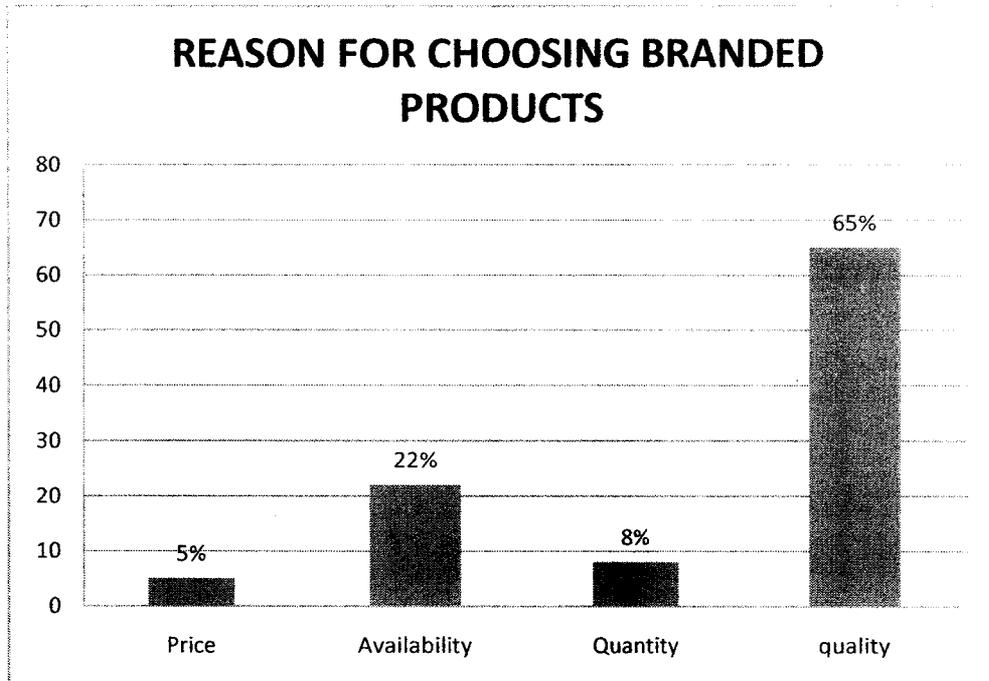


TABLE 3.1.13

VARITY OF SOYA PRODUCTS CONSUMED BY CONSUMERS

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Soya flour	31	24
Soya chunks	47	36
Soya granules	24	19
Soya flakes	27	21
Total	129	100

Inference

The above table shows that 24% of the respondents are consuming soya flour, 36% of the respondents are consuming soya chunks, 19% of the respondents are consuming soya granules and 21% of the respondents are consuming soya flakes. Majority of the respondents are consuming soya chunks. Majority of the respondents are consuming soya chunks because the soya chunks are abundant and the consumer choice of consumption in various food applications is already known.

CHART 3.1.13

VARIETY OF SOYA PRODUCTS CONSUMED BY CONSUMERS

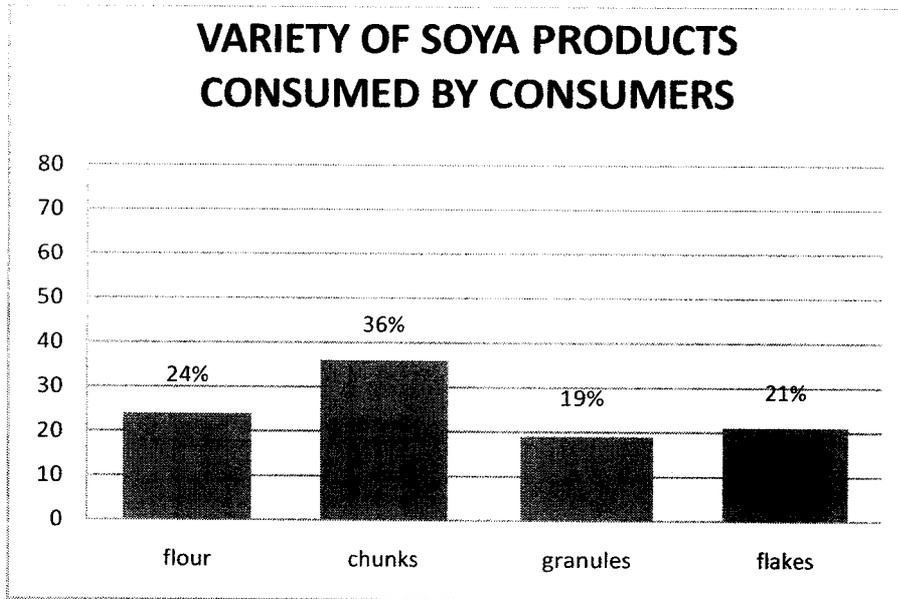


TABLE 3.I.14
PLACE OF PURCHASE

Particular	No of respondents	Percentage
wholesale shop	20	16
Retail shop	41	31
Departmental store	44	34
Local grocery shop	24	19
Total	129	100

Inference

The above table shows that 16% of the respondents are purchasing the soya products from wholesale shop, 31% of the respondents are purchasing the soya products from retail shop, 34% of the respondents are purchasing the soya products from departmental store and 19% of the respondents are purchasing the soya products from local grocery shop. Majority of the respondents are purchasing the soya products from departmental store in spite of other source of resource.

CHART 3.1.14
PLACE OF PURCHASE

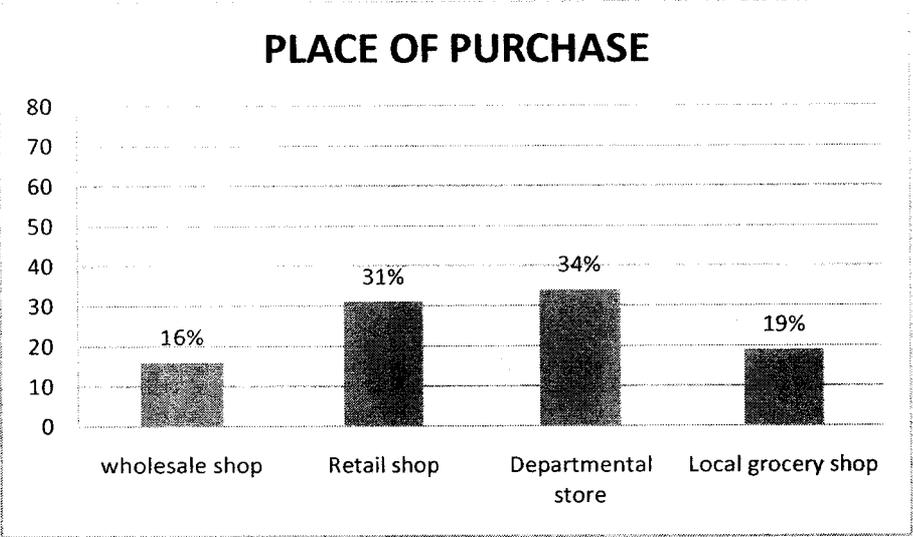


TABLE 3.1.15
AWARENESS OF SOYA BRANDS

Particulars	No of respondents	Percentage
Soya sakthi	31	24
Rachi	21	16
Manna	29	23
Meera	21	16
Others	27	21
Total	129	100

Inference

The above table shows that 24% of the respondents are having awareness about sakthi soya products. 16% of the respondents are having awareness about rachi products. 23% of the respondents are having awareness about manna products. 16% of the respondents are having awareness about meera. 21% of the respondents are having awareness about other soya products. Majority of the soya products having awareness of both sakthi and manna because the quality of both the products are good.

CHART 3.1.15

AWARENESS OF SOYA BRANDS

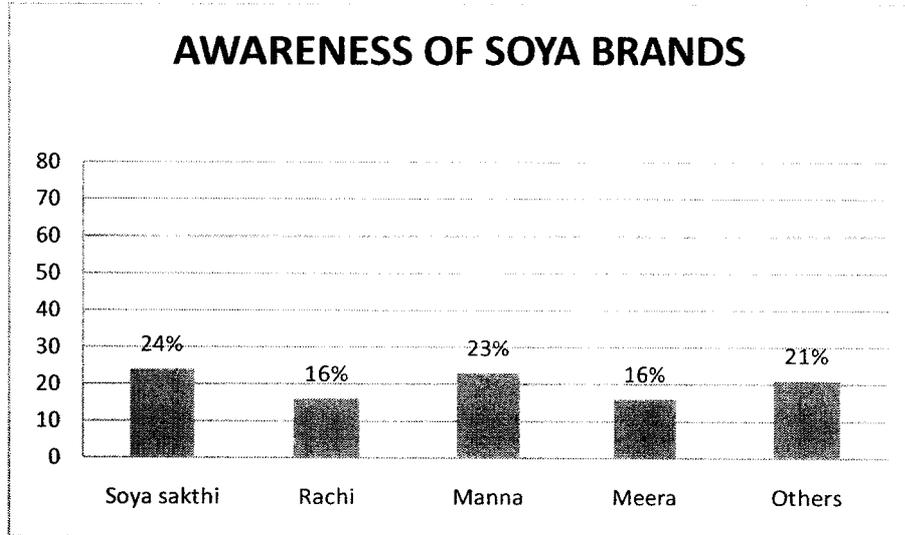


TABLE 3.1.16
AWARENESS OF SAKTHI SOYA PRODUCTS

particular	No of respondents	Percentage
Yes	129	96
No	6	4
total	135	100

Inference

The above table shows that 96% of the respondents are having awareness about the sakthi soya products and 4% of the respondents are not having awareness about the sakthi soya products. Most of the consumers are having more awareness of sakthi soya products because of its quality and availability.

CHART 3.1.16

AWARENESS OF SAKTHI SOYA PRODUCTS

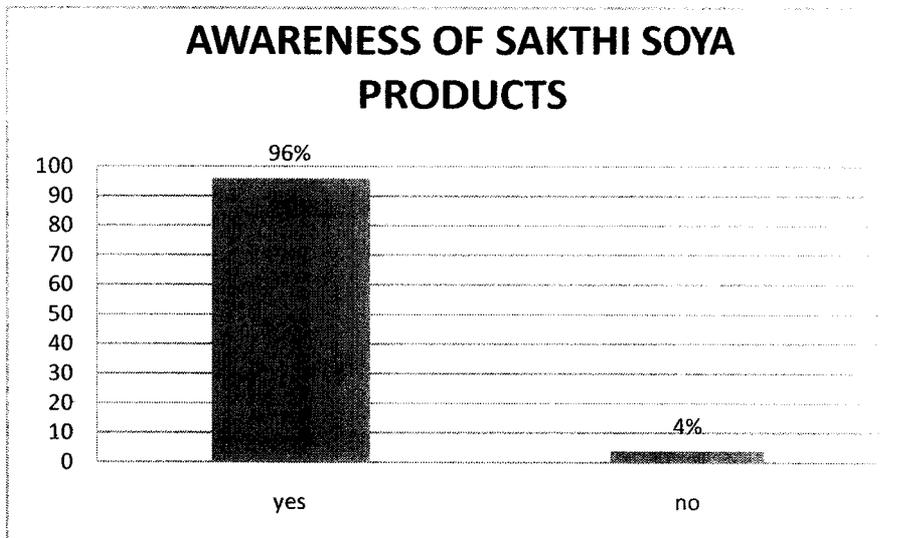


TABLE 3.1.17
 AWARENESS PRODUCTS IN SAKTHI SOYA

Particulars	No of respondents	Percentage
Vigor(sakthi soya flour)	36	28
Flakes	73	57
Tvp chunks	129	100
Tvp granules	48	37

Inference

The above table shows that 28% of the respondents are having awareness of sakthi soya flour, 57% of the respondents are having awareness of sakthi flakes, and 100% of the respondents are having awareness of TVP chunks. 37% of the respondents are having awareness of TVP granules. 100% Of the respondents have awareness of chunks because chunks is a most popular variety introduced to the market out of other range of soya products.

CHART 3.1.17

AWARENESS PRODUCTS IN SAKTHI SOYA

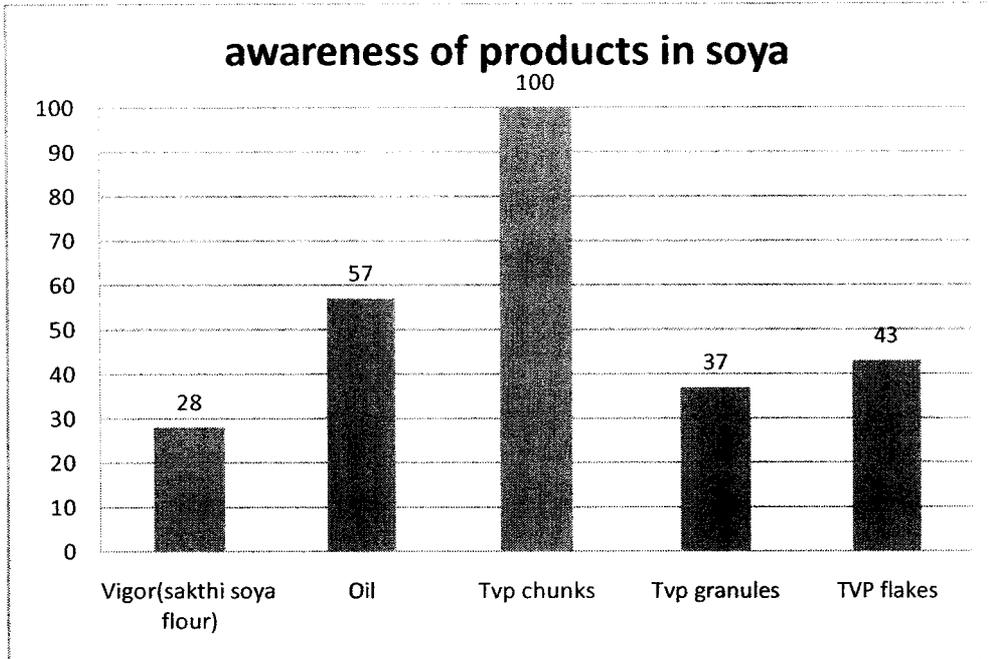


TABLE 3.1.18
SOURCE OF AWARENESS FOR SAKTHI SOYA PRODUCTS

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Friends	43	33
Exhibitions	17	13
Advertisement	6	5
Wholesaler or retailer	41	32
Word of mouth	22	17
Total	129	100

Inference

The above table shows that 33% of the respondents have got awareness through friends, 13% of the respondents have got awareness through exhibitions, 5% of the respondents have got awareness through advertisement, 32% of the respondents have got awareness through Wholesaler and retailer and 17% of the respondents have got awareness through Word of mouth. Majority of the respondents have got awareness through friends.

CHART 3.1.18

SOURCE OF AWARENESS FOR SOYA SAKTHI PRODUCTS

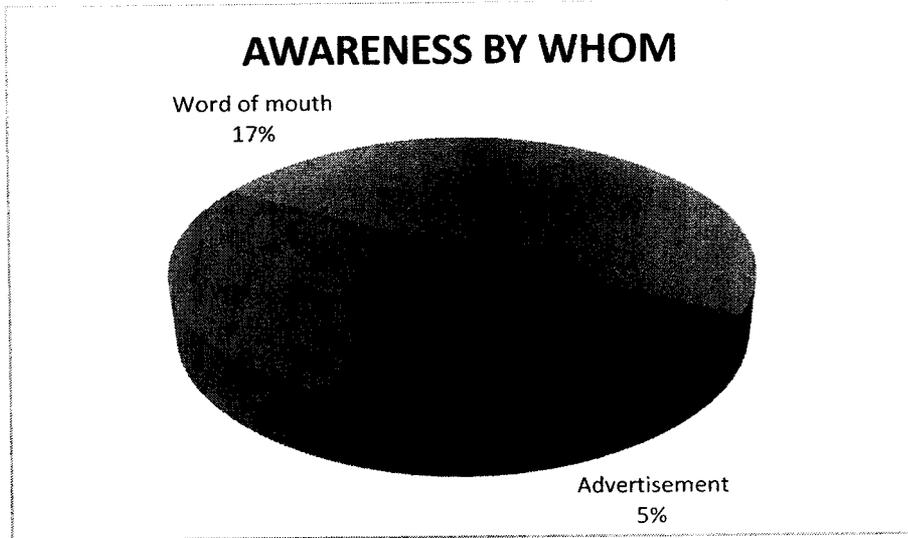


TABLE 3.1.19
PLACE OF PURCHASE FOR SAKTHI SOYA

Particular	No of respondents	Percentage
wholesale shop	16	12
Retail shop	39	30
Departmental store	38	29
Local grocery shop	36	28
Total	129	100

Inference

The above table shows that 12% of the respondents are purchasing the soya products from wholesale shop, 30% of the respondents are purchasing the soya products from retail shop, 29% of the respondents are purchasing the soya products from departmental store and 28% of the respondents are purchasing the soya products from local grocery shop. Majority of the respondents are purchasing the sakthi soya products from departmental store because of its availability.

CHART 3.1.19

PLACE OF PURCHASE FOR SAKTHI SOYA



TABLE 3.1.20
EFFECTIVE TECHNIQUE FOR PROMOTION

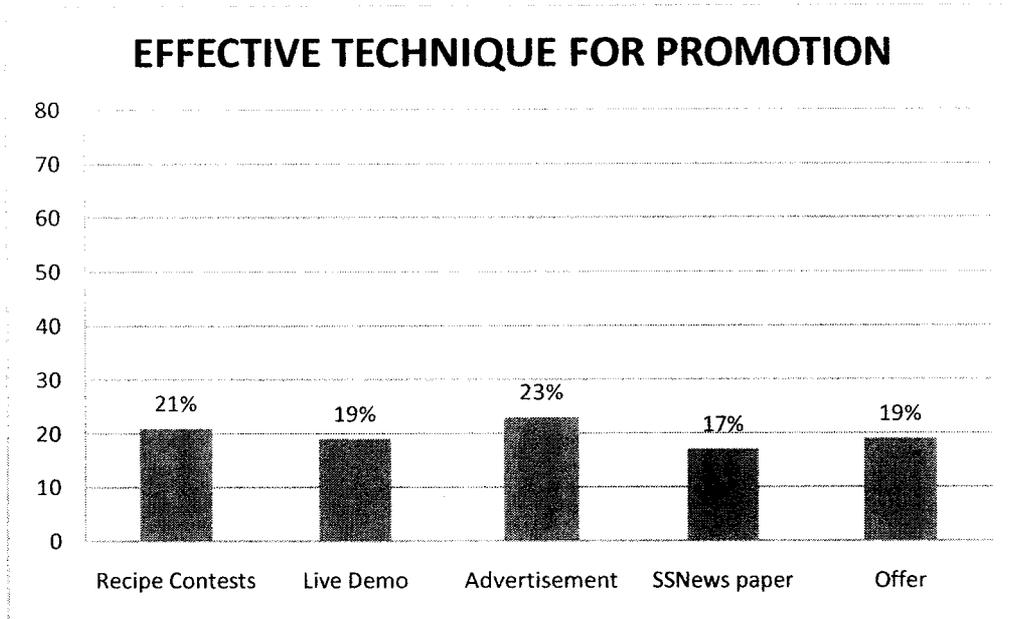
Particulars	No Of Respondents	Percentage
Recipe Contests	27	21
Live Demo	25	19
Advertisement	30	23
News paper	22	17
Offer	25	19
Total	129	100

Reference

The above table shows that 21% of the respondents have told that recipe contests is a effective technique for promotion, 19% of the respondents have told that live demo is a effective technique for promotion, 23% of the respondents have told that advertisement is a effective technique for promotion, 17% of the respondents have told that news paper is a effective technique for promotion, 19% of the respondents have told that offer is a effective technique for promotion. Majority of the respondents feels that advertisement is an effective technique because it will reach vast.

CHART 3.1.20

EFFECTIVE TECHNIQUE FOR PROMOTION



3.2 WEIGHTED SCORE METHOD

TABLE 3.2.1

RANK GIVEN BY THE CONSUMERS TO BRANDS

Brands	Rank1 (5)	Rank2 (4)	Rank3 (3)	Rank4 (2)	Rank5 (1)	Total score	Rank
Sakthi soya	225	128	51	26	22	452	1
Manna	130	76	81	68	23	378	2
Rachi	20	96	66	58	30	370	4
Meera	90	124	96	40	28	378	2
Others	80	92	93	66	26	357	5

Inference

The above table shows that rank1 has been given to the sakthi soya, rank2 has been given to the both manna and meera, rank4 has been given to the rachi and rank 5 has been given to the other soya products. Majority of the respondents have given rank1 to sakthi soya because of its attributes like quality, packaging, availability is good when compare to the other brand of soya products.

CHART 3.2.1

RANK GIVEN BY THE CONSUMERS TO BRANDS

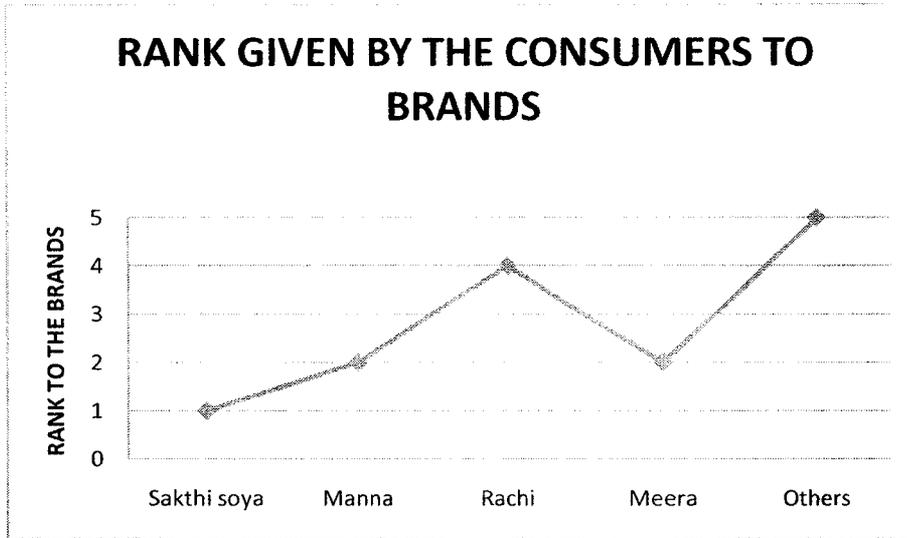


TABLE 3.2.2
RANKING TO PREFERRED ATTRIBUTES BY CONSUMERS

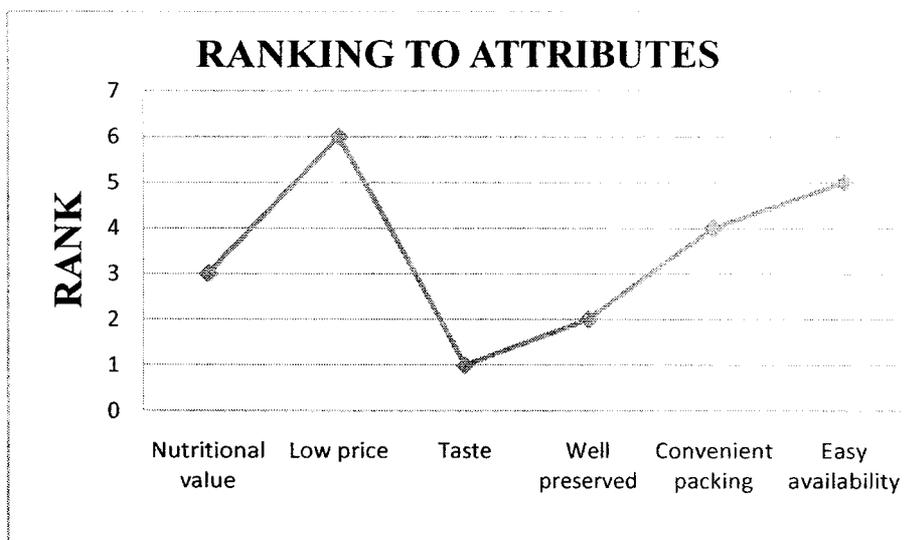
Attributes	Rank1 (6)	Rank2 (5)	Rank3 (4)	Rank4 (3)	Rank5 (2)	Rank6 (1)	Total	Score
Nutritional value	234	50	92	30	34	30	470	3
Low price	36	130	64	48	60	35	373	6
Quality	144	145	124	81	12	12	518	1
Well preserved	102	140	144	66	42	5	499	2
Convenient packing	96	150	72	54	62	16	450	4
Easy availability	162	30	20	108	48	31	399	5

Inference

The above table shows that rank1 has been give to the quality, rank2 has been give to the well preservation, rank3 has been give to the nutritional value, rank4 has been give to the convenient packing , rank5 has been give to the, rank1 has been give to the easy availability, rank6 has been give to the low price. Majority of the respondents have given rank1 to quality because sakthi soya has given good quality products to the consumers.

CHART 3.2. 2

RANKING TO PREFERED ATTRIBUTES BY CONSUMERS



3.3 CROSS TABULATION

The technique of cross tabulation is applied to data in which both the dependent and independent variables appear in categorical form. It provides an indication to the degree of the relationship of one dependent variable t another independent variable.

Cross tabulation is the widely used method of analysis of multivariate data, which are in categorical form. The method reveals the relation between a dependent variable and independent variable.

TABLE 3.3.1

DISTRIBUTION OF RESPONDENTS ON THE BASIS OF FAMILY MEMBERS AND PACKAGE

Family members	Package				Total
	100 gm	200 gm	500 gm	1 kg	
1-3 members	8	10	6	5	29
3-5 members	20	10	10	10	50
5-7 members	5	6	10	9	30
Above 7 members	5	5	5	5	20
Total	38	31	31	29	129

Inference

From the above table, 100 gm package is most preferred by family size of 3-5 members, 200 gm package is most preferred by family size of 1-3 members and 3-5 members, 500 gm package is most preferred by family size of 5-7 members and 3-5 members of family, 1 kg package preferred by family size of 3-5 members.

TABLE 3.3.2

DISTRIBUTION OF RESPONDENTS ON THE BASIS OF FAMILY INCOME AND PLACE OF PURCHASE

Place of purchase	Family income				Total
	Below 50000	50000-1 lakh	1 lakh-2 lakh	Above 2 lakh	
Wholesale shop	5	5	5	5	20
Retail shop	8	12	8	8	41
Departmental store	7	13	10	10	44
Local grocery shop	5	7	6	6	24
Total	25	37	38	29	129

Inference

From the above table, below 50000 income category is purchasing from departmental store, 50000 – 1 lakh category is purchasing from departmental store, 1 lakh-2 lakh category and above 2 lakh category also purchasing from departmental stores only. On the whole majority of the respondents have mentioned departmental store.

3.3. CHI SQUARE TEST

TABLE 3.4.1

SIGNIFICANT RELATIONSHIP BETWEEN GENDER AND FREQUENCY OF CONSUMPTION

	Male	Female	Total
Daily	11	6	17
Weekly	15	20	35
Monthly	20	28	48
Occasionally	14	15	29
Total	60	69	129

NULL HYPOTHESIS:

There is no relationship between gender and frequency of consumption

ALTERNATIVE HYPOTHESIS:

There is relationship between gender and frequency of consumption

Degree of freedom (c-1) (r-1)

(2-1) (4-1) at 5% significant level

Table value: 7.815

Calculated value: 2.176

Interpretation

Calculated value (2.716) is less than the table value (7.815). So that the null hypothesis is accepted

Inference

It is inferred that there is no significant relationship between gender and frequency of consumption

TABLE 3.4.2

SIGNIFICANT RELATIONSHIP BETWEEN GENDER AND VARIETY OF SOYA PRODUCTS CONSUMED

	Flour	Chunks	Granules	flakes	Total
Male	20	15	10	15	60
Female	11	33	14	12	69
Total	31	47	24	27	129

NULL HYPOTHESIS:

There is no relationship between gender and variety of soya products consumed by consumers

ALTERNATIVE HYPOTHESIS:

There is relationship between gender and variety of soya products consumed by consumers

Degree of freedom (c-1) (r-1)

(4-1) (2-1) at 5% significant level

Table value: 7.815

Calculated value: 9.621

Interpretation

Calculated value (9.621) is greater than the table value (7.815) . So that the null hypothesis is not accepted

Inference

It is inferred that there is significant relationship between gender and variety of soya products consumed by consumers

TABLE 3.4.3

SIGNIFICANT RELATIONSHIP BETWEEN AGE AND TYPE OF PRODUCT

	Branded	Unbranded	Total
Below 20 yrs	19	3	22
20 yrs-40 yrs	19	29	48
40 yrs-60 yrs	18	24	42
Above 60 yrs	4	13	17
total	60	69	129

NULL HYPOTHESIS:

There is no relationship between age and type of products

ALTERNATIVE HYPOTHESIS:

There is relationship between age and type of products

Degree of freedom (c-1) (r-1)

(2-1) (4-1) at 5% significant level

Table value: 7.815

Calculated value: 19.719

Interpretation

Calculated value (19.719) is greater than the table value (7.815). So that the null hypothesis is not accepted

Inference

It is inferred that there is significant relationship between age and type of products

TABLE 3.4.4

SIGNIFICANT RELATIONSHIP BETWEEN AGE AND FREQUENCY OF CONSUMPTION

	Daily	Weekly	Monthly	occasionally	Total
Below 20 yrs & 20-40 yrs	11	25	20	14	70
40-60 yrs & above 60 yrs	6	10	28	15	59
Total	17	35	48	29	129

NULL HYPOTHESIS:

There is no relationship between age and frequency of consumption

ALTERNATIVE HYPOTHESIS:

There is relationship between age and frequency of consumption

Degree of freedom (c-1) (r-1)

(4-1) (2-1) at 5% significant level

Table value: 7.815

Calculated value: 8.670

Interpretation

Calculated value (8.670) is greater than the table value (7.815). So that the null hypothesis is not accepted

Inference

It is inferred that there is significant relationship between age and frequency of consumption

TABLE 3.4.5

SIGNIFICANT RELATIONSHIP BETWEEN FAMILY MEMBERS AND PACKAGE

	1-3 members	3-5 members	5-7 members	Above 7 members	Total
100 gm	8	20	5	5	38
200 gm	10	10	6	5	31
500 gm	6	10	10	5	31
1kg	5	10	9	5	29
total	29	50	30	20	129

NULL HYPOTHESIS

There is no relationship between family members and package

ALTERNATIVE HYPOTHESIS

There is relationship between family members and package

Degree of freedom (c-1) (r-1)

(4-1) (4-1) at 5% significant level

Table value: 16.919

Calculated value: 8.801

Interpretation

Calculated value (8.801) is less than the table value (16.919) . so that the null hypothesis is accepted

Inference

It is inferred that there no is significant relationship between age and type of products

TABLE 3.4.6

SIGNIFICANT RELATIONSHIP BETWEEN INCOME AND PACKAGE

	Below 50000	50000-1 lakh	1 lakh-2 lakh	Above 2 lakh	Total
100 gm	10	12	9	7	38
200 gm	5	11	10	5	31
500 gm	5	8	10	8	31
1 kg	5	6	9	9	29
Total	25	37	38	29	129

NULL HYPOTHESIS:

There is no relationship between income and package

ALTERNATIVE HYPOTHESIS:

There is relationship between income and package

Degree of freedom (c-1) (r-1)

(4-1) (4-1) at 5% significant level

Table value: 16.919

Calculated value: 5.244

Interpretation

Calculated value (5.244) is less than the table value (16.919). So that the null hypothesis is accepted

Inference

It is inferred that there no is significant relationship between income packages

TABLE 3.4.7

SIGNIFICANT RELATIONSHIP BETWEEN INCOME AND PLACE OF PURCHASE

	Wholesale shop	Retail shop	Departmental stores	Local grocery shop	Total
Below 50000	5	8	7	5	25
50000-1 lakh	5	12	13	7	37
1 lakh-2 lakh	5	13	14	6	38
Above 2 lakh	5	8	10	6	29
total	20	41	44	24	129

NULL HYPOTHESIS:

There is no relationship between income and place of purchase

ALTERNATIVE HYPOTHESIS:

There is relationship between income and place of purchase

Degree of freedom (c-1) (r-1)

(4-1) (4-1) at 5% significant level

Table value: 16.919

Calculated value: 1.8888804

Interpretation

Calculated value (1.888) is less than the table value (16.919). So that the null hypothesis is accepted

Inference

It is inferred that there no is significant relationship between income and place of purchase

FINDINGS AND
SUGGESTIONS

CHAPTER 4

4.1 FINDINGS

- The findings of the study indicates that the sakthi soya products are in early developing stage still it needs lot of promotional measures to improve its awareness and sales.
- Awareness among consumer is good but most of the customers feel that price is high. To make awareness among all level of consumers the organisation should conduct awareness program frequently.
- The finding shows that few consumers are not aware about the soya products. Consumer feels that company can improve advertisement, recipe contest, and live demos.
- Most of the Consumers have ranked high on the quality of sakthi soya compared to other brand of soya products.
- Though there is enough choice of soya products available for the consumers most of the consumers prefer sakthi soya products only.
- It is found from the study that consuming pattern for the soya products are mostly on monthly basis only and these consumption pattern can be motivated to consume on daily basis if adequate promotional measures are undertaken by the organisation.
- It is found that though sakthi soya has good awareness still they have to take effective measure for their better sales promotion.
- It is found that there is a huge demand for soya products by the consumers and if sakthi soya organisation will take adequate promotional measures means growth on sales can be achieved in the near future.

4.2 SUGGESTIONS

- Sakthi soya can improve their sales promotion campaign to achieve more sales volume and good market.
- Consumers need to be made aware of the nutritional benefits of consuming soya and the necessity of including soya in their daily meal
- The products must be made easily available to the consumers through various retail outlets
- More focus can be given to sales promotional activities to create more awareness.
- The company can provide recipes of soya which could help on increasing the consumer awareness about the product variants
- Recipe contests can also be conducted to attract customers and to motivate them to buy the soya products

4.3 CONCLUSION

Study has been assessed that sakthi soya is having good market for their products in today's market. Sakthi soya is having quality products and consumers are willing to buy their products and sakthi soya product quality is accepted by the consumers fully and demand is expected to be high in coming days.

They can improve upon the supply chain for maximum availability in all sources of supply. The organisation conduct awareness program thereby they can increase awareness of sakthi soya products among consumers.

Consumers have told that quality of the sakthi soya is good among many varieties of soya, so it has good market among the consumers. The availability of sakthi soya is less in market , so the organisation should take effective measurers to supply for whole market.

APPENDIX

A STUDY ON CONSUMER AWARENESS AND BRAND PREFERENCE
OF SOYA PRODUCTS FOR SAKTHI SUGARS LIMITED
(SOYA DIVISION), COIMBATORE

PERSONAL DETAILS

- (1) Name
- (2) Gender
(a) Male (b) Female
- (3) Age group
(a) Below 20 (b) 20-40 (c) 40-60 (d) Above 60
- (5) Family members
(a) 1-3 (b) 3-5 (c) 5-7 (d) Above 7
- (5) Occupation
(a) Student (b) House Wife (c) Professional
(d) Business (e) Agriculture
- (6) Annual Income (In Rupees)
(a) Below 50000 (b) 50000-1 lakh (c) 1 lakh-2 lakh
(d) Above 2 lakh

GENERAL

- (7) Are you aware of soya products?
(a) Yes (b) No
- (8) If yes, how did you come to know about the soya products?
(a) Friends (b) Exhibitions (c) Advertisement
(d) Wholesaler or retailer (d) Word of mouth
- (9) If no, specify the reason
(a) No awareness (b) No availability
- (10) Do you consume soya products?
(a) Yes (b) No

- (11) How often you consume soya products?
(a) Daily (b) Weekly (c) Monthly
(d) Occasionally
- (12) Which package do you prefer the most?
(a) 100gm (b) 200gm (c) 500gm (d) 1kg
- (13) Which type of products will you prefer the most?
(a) Branded (b) Unbranded
- (14) Mention a reason for choosing the branded products
(a) Price (b) Availability (c) Quantity (b) Quality
- (15) Mention a reason for choosing the unbranded products
(a) Price (b) Availability (c) Quantity (b) Quality
- (16) Which variety of soya products do you consume?
(a) Soya flour (b) Soya chunks
(c) Soya granules (d) Soya flakes
- (17) From where do you generally purchase the soya products?
(a) Whole sale shop (b) Retail shop
(c) Departmental store (d) Local grocery shop
- (18) Which are the brands of soya products that you are aware of?
(a) Soya sakthi (b) Manna (c) Rachi
(b) Meera (c) Others

BRAND PREFERENCES

- (19) Are you aware of sakthi soya products?
(a) Yes (b) No
- (20) Which are the sakthi soya products you know?
(a) Vigor (sakthi soya flour) (b) Oil (c) TVP chunks
(d) TVP granules (d) TVP flakes
- (21) How did you come to know about sakthi soya products?
(a) Friends (b) Exhibitions (c) Advertisement
(d) Wholesaler or retailer (d) Word of mouth

(22) Rank the following brands

- (a) Soya sakthi [] (b) Manna [] (c) Rachi []
(d) Meera [] (d) Others []

(23) From where do you prefer to buy sakthi soya?

- (a) Whole sale shop (b) Retail shop
(c) Departmental store (d) Local grocery shop

(24) Have you recommended the sakthi soya to others?

- (a) Yes (b) No

(25) Rank the attributes you look for in sakthi soya as per your preferences

ATTRIBUTES	RANK
Nutritional value	
Low price	
quality	
Well preserved	
Convenient packing	
Easy availability	

(26) Which do you think is an effective technique for promoting sakthi soya products?

- (a) Recipe contests (b) Live demo (c) Advertisement
(d) Newspaper (E) Offer

(27) Are you satisfied with the following aspects of sakthi soya products?

ASPECTS	Highly satisfied	Satisfied	neutral	Highly dissatisfied	Dissatisfied
Quality					
Quantity					
Price					
Availability					
Packing					

28) Please give your suggestions

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