



Customer Awareness And Usage Of Frozen Food Products Special Reference To Mother's Kitchenette Brand

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1. INTRODUCTION:

The food Processing industry is the complex, global collective of diverse business that together supply much of the food energy consumed by the world population. The food Processing industry is one of the largest industries in India. It is ranked fifth in terms of Production, Consumption, Export and Expected growth. Food processing industry is widely recognized as a "Sunrise" industry in India having huge potential for uplifting agricultural economy, creation of large scale processed food manufacturing and food chain facilities and the resultant generation of employment and export earnings. Availability of raw materials, changing lifestyles and relaxation in policies has given a considerable push to the industry's growth. This sector is among the few that serves as a vital link between the agriculture and industrial segments of the economy.

Fruits & Vegetables, Fisheries, Milk & Milk Products, Meat & Poultry, Packaged/Convenience Foods, Alcoholic Beverages & Soft Drinks and Grains are important sub-sectors of the food processing industry. A health food and health food supplement is another rapidly rising segment of this industry which is gaining vast popularity amongst the health conscious. Since 2000, the industry has seen significant growth in ready-to-serve beverages, fruit juices and pulps, dehydrated and frozen fruits and vegetable products, pickles, processed mushrooms and curried vegetables, and units engaged in these segments are export oriented as described in Table 1.

Table 1 Export of Processed Fruits & Vegetable

No.	Items	Value in Rs. Cr.
1	Mango Pulp	796.17
2	Other Processed fruits and Vegetables	2,900.33
3	Dried and Preserved Vegetables	914.21
4	Pulses	1,603.22
5	Groundnuts	4,046.05
6	Cereal Preparations	3,341.31
7	Jaggery and Confectionary	1,289.26
8	Guar gum	3,233.87



9	Alcoholic and Non-Alcoholic Beverages	2,005.13
10	Cocoa Products	1,266.99
11	Miscellaneous Preparations	2,593.49
	TOTAL Exports of Processed Food	26,067.64

(Source: APEDA)

Frozen Food Industry has the advantages of being a very close in taste and quality to fresh ones as compared with other preserved or processed one. Frozen foods are popular, easily available and accessible in most developed countries, where refrigerator and freezer are standard home appliances. Now days, Frozen foods have become essential item in the Retail Food Industries, Grocery stores Convenience food stores, fast food chains, Food service and Vending machines.

Established in the year 1981, Petonia Foods introduces itself as a renowned name involved in the manufacturing and exporting of instant frozen foods, fruit pulps, instant food product, instant snacks, parathas, frozen fruits and vegetables. Started with warehousing, presently it has become an eminent export house by delivering qualitative food stuff. The company established in 1947 with Ware Housing, 1956 with Cold storage and 1981 with Frozen Foods manufacturing unit and 1995 with export market as Oldest, Goldest, and Finest Manufacture.

Different products offered by Petonia Foods are categorized into following four types.

- ✓ Fruits and Vegetables
- ✓ Instant Snacks
- ✓ Parathas and Chapatis
- ✓ Instant Indian Dishes

2. REVIEW OF LITERATURE:

American Frozen Food Institute (AFFI) President and CEO Kraig R. Naasz submitted testimony in support of food safety to the Subcommittee on Health of the House Committee on Energy and Commerce. In representing the frozen food industry, Naasz outlined the premium importance the industry puts on food safety and the steps that have been and can be taken to ensure the safety of our food supply.

At present no form of preservation is as well as suited to provide maximum convenience as freezing. Although dehydrated foods offer convenience, they require reconstitution on an individual component basis to satisfy varying water needs, and then also require heating. Not so with frozen food. (*Food Science by Norman N Potter 5th Edition*).

According to Nisha Harchekar it is estimated that 300 million upper and middle class consume processed food. With the convenience needs of dual income families, 200 million more consumers are expected to move to processed food by 2010. The market size for the processed



foods is thus bound to increase from US \$102 billion currently to US \$330 billion by 2014-15 assuming a growth of 10%. The share of the value added products in processed foods would almost double from US \$44 billion currently to US \$88 billion during the same period, growing at the rate of 15%. This presents enormous opportunities for investment in processed food sector.

R. H. Jaju states that Indian processed food industry is the sunrise sector due to availability of raw material, changing life style, globalization, large domestic demand, demographic trends and increase in per capita income etc.

As per the Philip Kotler the branded products must be differentiated. Physical products are varying in their potential for differentiation. Many products can be differentiated in form- the size, shape, or physical structure of product. Most products can offered with varying features that supplements their basic function.

3. OBJECTIVES

The objective of the study is to identify the current market potential, which will be of critical importance to the company and it will enable them to deploy suitable strategies to increase the sales in the retail market, improve the service and make the future strategies.

- Primary: To find out customer awareness for Mother Kitchenette brand of frozen food products in Pune market.
- Secondary: To find out usage of frozen food products in Pune city.
- To identify competitive positioning of Mother Kitchenette brand with concern to product, price, packaging and availability.

4. RESEARCH METHODOLOGY

Market survey is all about the collecting data from the most widely used marketing research technique. Its purpose is to collect specific data concerning the market that can not be from the company's internal record or from external published source of data market survey may be of various types. The basic methodology explained in Table 2

Table 2 research Methodology

Data source	Primary data (field survey)
Area of Research	Pune city
Research instrument	Questionnaire
Sample Plan	Personal Interview
Sample Unit	Customer, Retailer, Working staff
Sampling method	Accidental Sampling Method
Sample Size	450 Individual customer



As per my area of study for “market survey of frozen products”, I had designed one set of questionnaire for customer and the data was collected from them. To reach up to closet of the survey, I had divided Pune city into different areas and filled the questionnaire from each of the area. Methodological framework for the present study consists of two broad component viz. research plan and analytical tools.

Research Plan

- Area of study : The study was conducted in Hadapsar, Deccan, Pune Camp, Shivaji Nagar, Aundh, Katraj, Kalyani nagar, Magarpatta, Hingewadi, Nigadi, Bhosari , Indrayani nagar, Chinchwad, etc .area of Pune.
- Nature of Research: The research is exploratory and qualitative in nature and the goal was to clarify the concepts, gather information, gain insight, and eliminate impractical ideas.
- Data and its Source: The study was largely based on primary data, which was collected from Retailer, and consumer. The study also made use of secondary information, which was collected from various sources like magazines, newsletter, and World Wide Web.
- Research Approach: Primary data was collected by using the survey method approach. This method has been found most appropriate and feasible for collecting primary data.

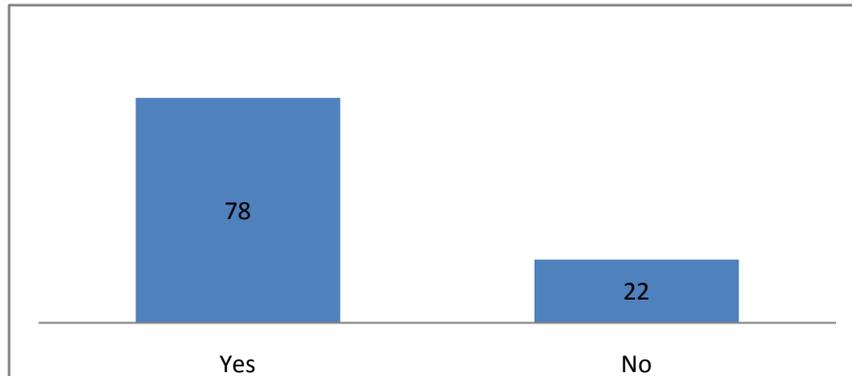
Sources of Data Collection:

Primary Data: The data which is collected freshly from the source is called the primary data. Methods which are used during collection of primary data are like direct personal interview with the owner, Personal interview with the retailer, through observations.

Secondary Data: Major sources of secondary data are company files, trade associations, Government Departments, research organizations and publications. Some of the important sources I used here were Publications by Journal of Food Science and technologist, Agricultural Today, Ministry of Food Processing Industries India, Websites like Google, company website etc.

5. DATA ANALYSIS AND INTERPRETATION:

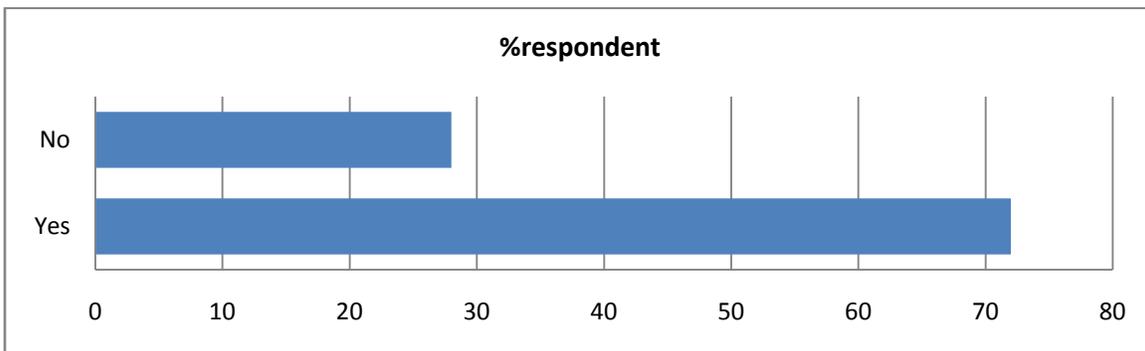
1. Awareness about Frozen Food Product, Ready to Eat, Ready to cook product.



Sr. No.	Option	No. of Respondents	% of Respondents
1.	Yes	351	78
2.	No	99	22

Inference: Awareness of the frozen products high i.e. 78 % which indicates great future for the industry. Due to more awareness people are attracting with the different products of catered by the frozen food industry.

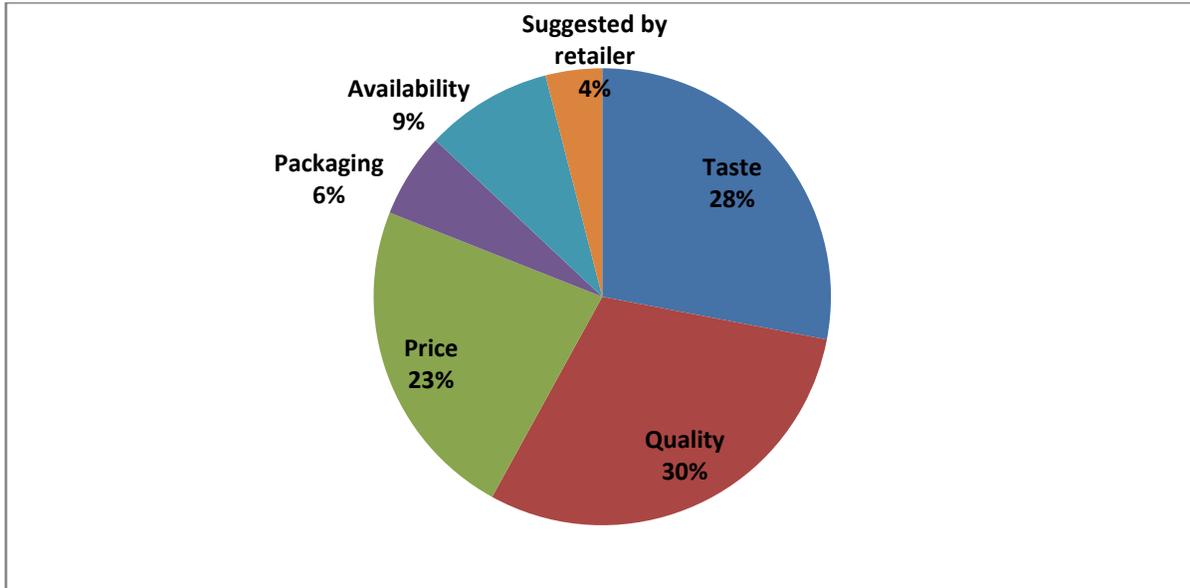
2. Satisfaction with Petonia Products



Sr. No.	Option	No. of Respondents	% of Respondents
1	Yes	108	72
2	No	58	28

Inference: Respondents who use the Petonia products they are mostly (72 %) are satisfied with the products, they are the regular customer. It reveals the prospective scope for the development of the products to the society.

3. Aspects considering before purchasing



Sr. No.	Option	No. of Respondents	% of Respondents
1	Taste	94	28
2	Quality	108	30
3	Price	81	23
4	Packaging	23	6
5	Availability	31	9
6	Suggested by retailer	18	4

Inference: Quality and Taste are the main aspects which customer considers while purchasing the frozen food products. It presumes that peoples are in favour of the qualitative products as their first priority followed by taste and price.

6. SUGGESTIONS

Although by developing new product and customer service, distribution effectiveness and cost cutting company can increased its business but strategies on the basis of 4 P’s i.e. Product, Price,



Place, Promotion mainly focusing on the promotional activity will definitely provide competitive strength to business and value to the customer.

1. Promotion and Advertising: This is the indispensable activity that any company has to follow. More dealers will attract to company after intensive advertisement. Advertising through TV advertisement, posters, leaflets, pamphlets will help the company to increase the market share.
2. Availability: As per my study the availability of the petunia food are less so it should be make available throughout the Pune retail outlets.
3. Attractive packaging: To attract a large number of customers it is must do thing. Due to attractive packaging your product is differentiated from the competitor.
4. Demonstration: To take demonstration in the society or outside the retail malls which increase awareness among the customer.
5. Discount And Schemes: Providing season based discount to attract the customers.
6. Participation In Exhibition: In the competitive environment exhibition participation is most important thing to reach maximum number customer.

7. CONCLUSION

1. The conclusion is that due to less awareness about the frozen products and instant products company has low market share in the Pune city.
2. If company concentrates on the four P's of marketing mainly emphasizing on the Promotional activity it will increase its demand and the market share.
3. Attractive packaging is the one main ingredient on which company should focuses to attract to the customer on the first sight.

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